



PATENT  
Attorney Docket No. 08011.3010

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

In re Application of: )  
John DeMayo et al. ) Group Art Unit: 3688  
Application No.: 09/711,261 ) Examiner: CHAMPAGNE, Donald  
Filed: November 10, 2000 )  
For: APPARATUS AND METHOD FOR ) Confirmation No.: 6688  
HYPERLINKING SPECIFIC )  
WORDS IN CONTENT TO TURN )  
THE WORDS INTO )  
ADVERTISEMENTS ) Notice of Allowance: June 29, 2009

**Mail Stop Issue Fee**

Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Sir:

**NOTIFICATION UNDER 37 C.F.R. § 1.27 OF CHANGE OF ENTITY STATUS**

The above-identified application is no longer entitled to small entity status.

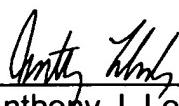
Accordingly, the entity status for this application should be changed to large entity.

Please grant any extensions of time required to enter this Notification and charge any required fees to our Deposit Account No. 06-0916.

Respectfully submitted,

FINNEGAN, HENDERSON, FARABOW,  
GARRETT & DUNNER, L.L.P.

Dated: September 25, 2009

By: 

Anthony J. Lombardi  
Reg. No. 53,232



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**COMMENTS ON STATEMENT OF REASONS FOR ALLOWANCE**

Applicant thanks the Examiner for the Notice of Allowability and the Statement of Reasons for Allowance mailed on June 29, 2009. Without withdrawing the allowed claims from issue, Applicant submits these comments for the record.

In the Statement of Reasons for Allowance, the Examiner made assertions and characterizations about the allowed claims and the art of record. Although Applicant agrees with the Examiner's ultimate conclusions that the claims are patentable, Applicant does not necessarily agree with the Examiner's assertions and characterizations.

Specifically, the Examiner quoted portions of the allowed claims in the Examiner's Statement of Reasons for Allowance and made characterizations regarding the art of record. Applicant respectfully submits that each of the allowed claims is patentable based on the subject matter defined by the claim language and the combination of recitations within the claims. Therefore, Applicant declines to subscribe to any assertions or characterizations regarding the allowed claims or the art of record contained in the Notice of Allowance and the accompanying Reasons for Allowance.

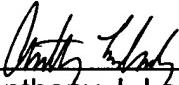
Should the Examiner disagree with Applicant's comments on the Reasons for Allowance, the Examiner is invited to contact the undersigned to resolve such disagreement.

If there is any fee due in connection with the filing of these Comments, please charge the fees to our deposit account 06-0916.

Respectfully submitted,

FINNEGAN, HENDERSON, FARABOW,  
GARRETT & DUNNER, L.L.P.

Dated: September 25, 2009

By:   
Anthony J. Lombardi  
Reg. No. 53,232